

APPENDIX B

WEB SITE PERFORMANCE MEASUREMENT

AND EVALUATION FOR

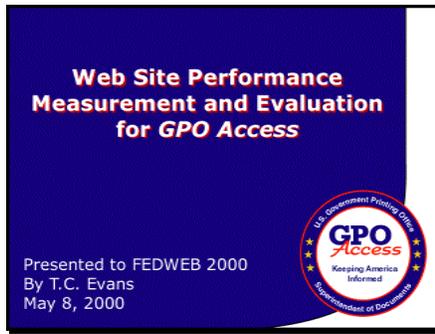
GPO ACCESS

A PowerPoint presentation by

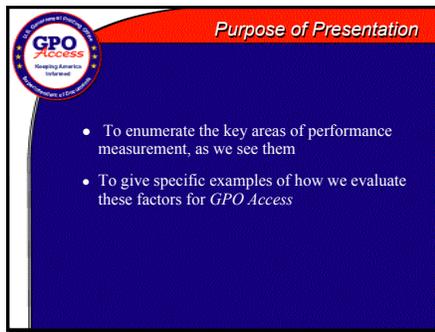
T.C. Evans

Given at FedWeb 2000

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Slide 2



Slide 3



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*Performance Measure:
Legal Mandates*

- OMB Directives
- Federal Regulations
- Mandates passed into law
- Executive Orders
- Court orders

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*Legal Mandate for GPO Access:
Public Law 103-40*

- Online *Federal Register* and *Congressional Record*; other databases determined by Superintendent of Documents
- A Federal information locator
- Electronic Storage Facility for Federal Information
- Federal Bulletin Board (included by Senate Report)

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*Performance Measure:
Goals and Objectives*

- Based on agency/program mission
- Based on intended audience
- Based on legal mandates

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GPO Access Goals and Objectives

- Improve access to Federal Government information in electronic formats
- Provide well-designed, easy to use, publicly available online services
- Provide official and complete information
- Provide Finding Aids
- Ensure access to broadest audience possible
- Electronic information a byproduct of print process
- Ensure Permanent Public Access

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Performance Measure: Infrastructure

- Sufficient bandwidth
- Appropriate hardware/software
- System performance
- Site availability
- Geographic Separation/Mirror Site
- Disaster recovery
- Partnerships

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GPO Access Infrastructure

- Server Controller Array
- Server farm
- Distributed storage
- Permanent data backup
- Bandwidth
- Partnerships with Depts. of Energy, State, and Commerce, LSU, others

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*Performance Measure:
Site Content*

- Fulfillment of potential
- Permanent Public Access
- Authentic, official information
- Timeliness

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Content of GPO Access Today

- Almost 1,500 databases; over 80 applications
- Over 176,000 titles
- Suite of Finding Aids
- Hosted sites for outside agencies
- Entered into partnerships
- Secure Online Bookstore
- Ben's Guide to U.S. Government for Kids
- Commitment to Permanent Public Access

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*Performance Measure:
Site Design*

- ADA compliance and universal accessibility
- Privacy and security
- Consistent design
- Consistent linking structure
- Kids' pages

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GPO Access Site Design

- Level 2 of W3C Web Design Guidelines
- Simplified URLs
- Consistent look and feel
- Consistent navigational tools
- Site designed to accommodate "lowest common denominator" technology
- dial-up/telnet access

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*Performance Measure:
User Support*

- Availability of support service
- High-quality responses
- Timeliness
- Accessibility
- Trained intermediaries
- Effective self-support tools
- Scalability

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GPO Access User Support

- Help available via phone, fax, and e-mail
- Live phone help available on weekdays
- Timely response
- User contacts monitored for quality
- Variety of online self-help materials

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*Performance Measure:
Awareness*

- Reaching intended audience
- Educating audience
- Expanding audience
- Facilitating visibility through search engines/portals

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GPO Access Awareness Efforts

- Promotional efforts
- Training classes
- Trade shows and conference exhibits
- Speeches and demonstrations
- Ongoing search engine ranking improvement project

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*Performance Measure:
Usage Metrics*

- Useful statistical measurements
- Appropriate usage measurements
- Consistently recorded and reported
- Consistent coverage

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GPO Access Usage Metrics

- Measure content retrieval
- Measure retrieval for all *GPO Access* components
- Identify and understand gaps in usage data
- Content retrieval statistics reported on a monthly basis
- Provide retrieval statistics to hosted site agencies

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*Performance Measure:
Customer Satisfaction*

- Understanding of user expectations
 - ease of use
 - timeliness
 - responsiveness
 - intuitive site organization
- Meeting of users' expectations
- Problem resolution
- Courtesy

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Customer Satisfaction and GPO Access

- Open forums and focus groups
- E-mailed suggestions
- Training sessions
- Trade shows
- Online surveys

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Evaluation of Performance Measures

- Reexamine site in light of gained knowledge; begin cycle again
- Performance measures will evolve with the Web site
- Ongoing monitoring of performance measures needed to ensure mandates, goals and objectives are met
